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Farm Broadcasters Letter

United States Department of Agriculture Office of Information Radio-Television Division Washington D.C. 20250 (202) 447-4330

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Oct. 6, 1989

TWO MORE NOMINATIONS -- President George Bush has said he will nominate Leon Snead as inspector general at USDA and Bruce L. Gardner as assistant secretary of agriculture for economics. Snead, who would succeed Robert W. Beuley, has served since 1988 as the acting inspector general at USDA; from 1986 to 1988, he was deputy inspector general. He is a graduate of Spencercian College (B.A.) and the University of Baltimore (J.D.)

Gardner, who would succeed Ewen Wilson, has served as a professor in the department of agriculture and resource economics at the University of Maryland since 1981. In 1980, he was a visiting fellow at the University of Chicago's center for the study of the economy and the state and from 1977 to 1980, he was a professor of ag economics at Texas A&M University. He graduated from the University of Illinois (B.S.) and the University of Chicago (Ph.D.)

SCHOOL LUNCH WEEK -- National School Lunch Week -- Oct. 9 - 13 -- recognizes both the National School Lunch Program and employees who provide meals to over 23 million students each school day in more than 90,000 schools. The school lunch program, administered by USDA, is one of the largest food service operations in the nation, according to Acting Assistant Secretary of Agriculture for Food and Consumer Services Ann Chadwick. Contact: Gene Vincent (703) 756-3286.

RICE BRAN AND CHOLESTEROL -- Scientists at Louisiana State University, Baton Rouge, are studying whether rice bran will lower blood cholesterol levels in humans. Earlier studies on animals suggest it does, says Nutritionist Ruth Patrick. Rice bran is the brown outer layer of the rice grain that is removed when it is milled to produce the familiar white form found in supermarkets. Rice bran contains most of the dietary fiber, vitamins and minerals, much of the protein and oil, as well as the flavor. Contact: Ruth Patrick (504) 388-4141.

COMPUTER LOOKS AT FARM IMPACT -- USDA scientists are going to use a computer model to see if it can forecast the impact of various farming practices on the land and water. The new model, which is expected to be completed in two to three years, will take into account such elements as weeds and farming multiple crops. Contact: Jimmy R. Williams (817) 77-6500.

WHITER WOOL POSSIBLE -- USDA scientists have found a way to help make American raw wool as attractive to the textile industry as imported wool. Because U.S. sheep are raised primarily for meat rather than wool, some of the domestic wool is urine stained. The new way to bleach the wool cuts the number of baths and could lower manufacturing costs. "We're trying to raise the value of domestic wool," says Mustafa Arifoglu, a USDA research chemist in Philadelphia. Contact: Mustafa Arifoglu (215) 233-6585.

FALL BULBS NO WORRY -- Gardeners don't have to worry that the bulbs they plant this fall might harbor insects, diseases or other pests that could destroy crops in this country -- because of a USDA program in The Netherlands. To protect U.S. crops and ornamentals, officials of USDA's Animal and Plant Health Inspection Service routinely check bulb fields throughout the Netherlands to make sure growers are complying with healthy growing standards. "We are constantly looking for soil on the bulbs -- it's an ideal growing medium for many kinds of insects, diseases and nematode cysts," says Mark Knez, APHIS officer-in-charge in Hillegom, Netherlands. Contact: Janna Evans (301) 436-7251.

GREENHOUSE ENGINEERING -- Cornell Cooperative Extension has a text for those who want to start a greenhouse operation or want to improve efficiency in existing greenhouses. The 200-page text, written by extension specialists at the University of Connecticut, has more than 100 drawings of equipment and energy systems and more than 60 tables of operational data. Copies of "Greenhouse Engineering" are available for \$20 each from Cornell University, Media Services, 7 Research Park, Ithaca, N.Y. 14850. Contact: Carol Doolittle (607) 255-7660

USDA NO-CAL FLOUR WINS AWARD -- USDA's no-calorie, high-fiber flour additive has been selected as one of the 100 most significant new technologies of 1989 by Research & Development magazine. Chemist J. Michael Gould, who helped develop the flour additive from cereal crops and farm byproducts, says the additive can boost the fiber content in pancakes and cake mixes, doughnuts, cookies, bread and other foods without affecting taste or texture. "And, the fiber does not add calories," he says. Contact: J. Michael Gould (309) 685-4011.

GIVE YOUR COWS A LIFT -- A farm family in Eaton, N.Y., has outfitted 30 of their 63 cows with \$38 "bovine bras," imported from Scandinavia, the New York Post reported recently. Michael & Stephanie Battisti say the udder supports are worth it because they prevent the cows from damaging low-hanging udders with their hooves. "I think it's great," says Stephanie Battisti. "It's nice to have support." Contact Michael & Stephanie Battisti (315) 684-9178.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1687 -- French consumers are helping increase U.S. farm exports ... their love for good food is helping U.S. manufacturers increase sales to that country. On this edition, Chris Larson talks to the U.S. agricultural counselor to France about U.S. food sales to France. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1169 -- Reducing blood cholesterol levels; crab shell preservative; rural bridges vs. urban bridges; fast food changes; be an informed consumer. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE #1676 -- USDA news highlights; 1990 feed grain programs; ag research update; boll weevil eradication agreement; climate stress laboratory. (Weekly reel of news features.)

NEWS FEATURE FIVE #1240 -- Breast milk nutrients; anemic crop pathogens; new "soil wars" weapon; "plating" water conservation; satellite soil analysis. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Monday, Oct. 23, rice outlook; Tues., Oct. 24, weekly weather & crop outlook; Wed., Oct. 25, poultry production report and foreign trade update; Thurs., Oct. 26, oil crops outlook; Tues., Oct. 31, weekly weather & crop outlook, world cocoa situation, world tobacco situation, ag prices.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.
Material changed at 5 p.m. EDT each working day.

FROM OUR TELEVISION NEWS SERVICE

USDA TV NEWS SERVICE -- (Oct. 5, 7 & 9) USDA Chief Meteorologist Norton Strommen with a weather update; Acting Assistant Sec. Ann Chadwick on food stamp benefit changes; Rural Electric Admin. Acting Administrator Jack VanMark on financial aid for rural areas hit by Hurricane Hugo; USDA Economist Kevin Bost on pork production; Steve Tanner, FGIS, on new aflatoxin testing; John Marshall, manager of FCIC, on future of crop insurance; ASCE Administrator Keith Bjerke on 1990 feed grain program provisions.

FEATURES: Lynn Wyvill reports on National School Lunch Week; Lisa Telder tells about corn seeds going into space on the Shuttle Atlantis.

UPCOMING: U.S. eels on European dinner plates; what's popping with popcorn; news from the pumpkin patch; detoxifying pesticides; dairy production.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY 7:30-7:45 p.m., EDT, Transponder 12D
SATURDAY 10:30-11:15 a.m., EDT, Transponder 10D
MONDAY 8:30-9:15 a.m., EDT, Transponder 12D
(Repeat of Saturday transmission)

WATER ... has been released from dams along the Missouri River in North Dakota and South Dakota to maintain levels for traffic, says Gene Williams (WNAX, Yankton, S.D.). Spotty rains have not relieved dryness in his area, subsoil is 75 percent short of normal. Says good prices are prompting increased movement of feeder cattle to market.

WAITING ... on a freeze, says Jim Stewart (KFYO, Lubbock, Texas). Cotton crop needs it. Recent hot days helped some, but yields will be down in his 26-county area. Plenty of rain, good for wheat but the cotton didn't need it.

COTTON ... harvest underway in Mississippi is expected to be below average, says Doug Thomas (Progressive Farmer Network, Starkville). Too much rain kept root systems shallow and dry conditions in August wilted the plants. Congratulations to Glen James at the network -- third child, Kayla Elizabeth, born Sept. 27.

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U.S. Department of Agriculture
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NEW ... farm director at WLFI-TV, West Lafayette, Ind., is Barbara Weinberger. Says an early harvest underway should show good yields for soybeans. Corn totals will likely be lower in some sections due to late appearing corn borer and high winds that downed tops of plants. Weinberger says Farm Progress Show held in Rochester, Ind., had good attendance and her on-location interviews found people in a good and confident mood.

MOVE ... underway for Mike Railsback (KFEQ, St. Joseph, Mo.) to WDAF, Kansas City, Mo., Oct. 23 as farm director. Railsback fills vacancy created by the death last month of George Stephens. Stephens was an county extension agent in 1953 when he decided to enter farm broadcasting on KCMO, Kansas City. He served as NAFB president in 1966; secretary-treasurer in 1969.


VIC POWELL
CHIEF, Radio-TV Division